

# The Kansas Editor

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## Kansas Newspaper Week, May 2-6

Newspaper Week, offering a short course for publishers, editors and printers, begins Tuesday, May 2. The first two days are devoted largely to the subject of costs—printing costs and newspaper costs. The remaining three days cover the other subjects of vital importance to the editor, along both business and general lines. The sessions of the Kansas Editorial Association add special interest to the final days.

The general scope of work and the program in detail follow:

### Ground Covered by the Short Courses

Instead of devoting each day to one subject, it has been found preferable to develop each subject through a series of discussions extending throughout the week.

Printing costs, newspaper costs, advertising, circulation, editorial direction, and general subjects are handled in this manner.

#### PRINTING

The general subject of printing is treated in five subdivisions: Equipment, Production, Salesmanship, Advertising, Office Records and Efficiency.

Nothing worth knowing about the building up of a printing plant is likely to be overlooked by Mr. H. P. Bullen, the director of the efficiency bureau of the American Type Founders' Company.

The cost of producing printing will be covered, from the A. B. C.'s to the X. Y. Z.'s by Mr. E. K. Whiting, who has worked it all out in his Minnesota plant, Mr. Joseph A. Borden, the Typothetae specialist, and Mr. Charles H. Browne, the leading Kansas "fan" on practical cost methods.

Efficiency in the manufacturing end of the printshop, is in the hands of Mr. W. J. Hartman, who runs his great Chicago plant with as little waste as is humanly possible, and Mr. Bullen, mentioned before.

How to sell printing—a subject strangely overlooked by many printers—is the special field of Mr. E. P. Mickel, secretary of the Nashville Printers' Club, to whom the principles of salesmanship are an open book.

Advertising the product of a printshop, has been the subject of special study



CHESTER S. LORD  
Brooklyn, N. Y.

For thirty years managing editor of the New York Sun. Honored and beloved by all newspaper workers.



STRICKLAND GILLILAN  
Roland Park, Md.

The "Off again, on again—" humorist and writer of verse who will provide the big laugh.

by Mr. G. H. Perry, an advertising counsellor of national fame, and by Mr. Marco Morrow, who thinks and dreams advertising for the Capper publications.

Printshop records—office records—are the hobby of Mr. Whiting, mentioned above.

#### ADVERTISING

The cost of the space you have to sell, how to sell it, how to educate merchants to be intelligent advertisers, how to develop responsiveness in your readers, and the hundred and one other matters the newspaper man has to worry about, will be taken care of by Mr. R. H. Waldo, who has pioneered in all the advance movements in advertising, and by Mr. Whiting, who believes that the sight-unseen method of selling a service the cost of which you do not know, is not in the line of successful business, and by Mr. Perry and Mr. Morrow.

#### CIRCULATION

Up in Nebraska there is an editor who has real density of circulation: he has more than there are families in the territory—or if it isn't quite that good it is so much better than the ordinary that his account of how he does it will be worth while for any Kansas publisher, big or little. His name is N. S. Huse, and he will give an address and conduct a question box at the conference.

Then, there is the problem of the subscription records—which either help or



A. BRISBANE  
New York

Editor of the New York Journal. Inventor of the sit-up-and-take-notice style of editorial.



ARTHUR I. STREET  
San Francisco, Calif.

Director of the American Institute of Current History, and a keen observer of the trend of news.

hinder the collection of accounts and the smooth running of the business. This is a subject on which Mr. Whiting can speak from long experience.

#### EDITORIAL DIRECTION

A man who knows all the newspaper offices of a great state will pass along to the Kansas editors some of his observations as to the policies that make for success. Mr. G. L. Caswell will bring the message from Iowa regarding the best organization of the newspaper business.

No editor can forget the larger relations of his newspaper to the community. The most successful editor constantly looks at his publication from the community standpoint. The president of the American Press Association, Mr. Courtland Smith, and the editor of the *Fourth Estate*, Mr. E. F. Birmingham, have had exceptional opportunities to see the working out of ideas along this line and they will offer their conclusions to those enrolled in the short courses.

Whence comes newspaper influence? How? What kills it? What makes it grow? These and other topics that lie close to the life of any real newspaper are in the hands of three men: Mr. Frank Leroy Blanchard, who as editor of the *Editor and Publisher*, comes in contact with newspapers in every county in the United States, Mr. Ivy Lee, who from the standpoint of the Rockefeller Foundation, sees great opportunities for usefulness not fully appreciated by the press, and Mr. Waldo, whose newspaper is in the midst of a most interesting campaign to build up influence and business.





FRANK LEROY BLANCHARD  
New York

Editor of the Editor and Publisher.  
Keen observer of newspaper progress  
whose suggestions are valuable.



ROY W. HOWARD  
New York

Manager of the United Press. Dis-  
penser in Chief of pep and optimism  
wherever he lights. Worth hearing.

Mr. Arthur Brisbane, who always gets a fresh slant on his subject, and Mr. James Schermerhorn, who has hitched his newspaper to a star of the first magnitude, will throw their searchlights on a miscellaneous assortment of problems that are involved in editorial direction.

#### JOURNALISM AS A PROFESSION

Among the more general subjects that will be covered by speakers at the conference, none will be approached with more interest than that of the professional standing of the editor, especially when handled by a man of the broad and generous sympathies of Mr. Chester Lord, for thirty years managing editor of the *New York Sun*.

### The Program in Detail

Short Courses in Printing Costs, Newspaper Costs, Advertising, Circulation, News and Editorial Direction.

#### First Division, the Back Office

TUESDAY, MAY 2

First Day of the Session of the Missouri Valley Cost Congress.

8:30 — REGISTRATION.

*Journalism Building*



MARCO MORROW  
Topeka

Advertising director for the Capper publications. Thinks through an ad problem, then tells what he thinks.



GEORGE HOUGH PERRY  
Lawrence

Director of the Kansas Newspaper Bureau. An advertising counsellor of long experience and fine success.

9:15 — *President's Address.*

H. W. WALKENHORST, Kansas City, Mo., the Walkenhorst Printing Company.

*Green Hall*

10:00 — *Why a University Entertains a Cost Congress.*

MERLE THORPE, Department of Journalism, University of Kansas.

10:45 — *What the Modern Printer Knows.*

E. K. WHITING, Manager of the Owatonna Journal-Chronicle, Owatonna, Minn.

11:30 — *Office "Leaks".*

W. J. HARTMAN, The Hartman Co., Chicago, Ill.

1:30 — *How to Advertise Printing.*

G. H. PERRY, Director of the Central Newspaper Bureau of Kansas.

2:15 — *The Third Fundamental.*

E. P. MICKEL, Secretary of the Nashville (Tennessee) Printers' Club.

3:00 — *Question Box.*

C. H. BROWNE, Horton (Kansas) Headlight-Commercial.

3:45 — *Office Efficiency.*

MR. HARTMAN



COURTLAND SMITH  
New York

President of the American Press Association. Makes it his business to know the publisher's problems.



WILLIAM J. HARTMAN  
Chicago, Ill.

At the head of the Hartman Company, and very successful in applying efficiency methods.

4:30 — *Paper Making.*

A moving picture showing the entire process of manufacturing a high grade paper. Films taken in the plant of the Strathmore Paper Co.

*Chapel, Fraser Hall*

6:30 — BANQUET.

WEDNESDAY, MAY 3

Second day of the Session of the Missouri Valley Cost Congress.

8:30 — *The Psychology of Selling Printing.*

MR. MICKEL

9:15 — *Records and Accounting in the Print Shop.*

MR. WHITING

10:00 — *The Why and How of a Cost System: the ABCXYZ of the Whole Matter.*

JOSEPH A. BORDEN, Secretary, United Typothetae and Franklin Clubs of America.

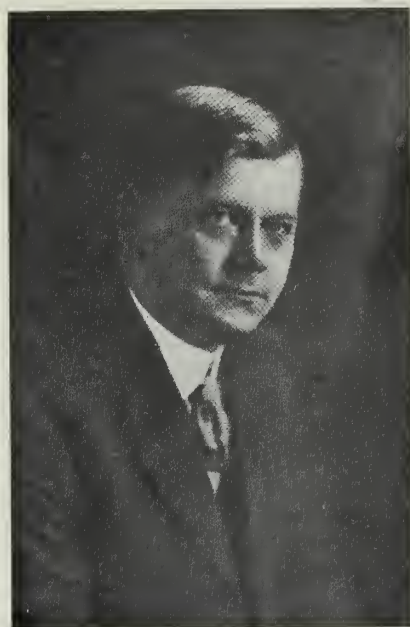
10:45 — *Creative Advertising for the Printer.*

MARCO MORROW, Advertising Director for the Capper Publications, Topeka.



JAS. G. SCHERMERHORN  
Detroit, Mich.

Publisher of the Detroit Times, who tells eloquently a story full of human interest.



JOE MITCHELL CHAPPLE  
Boston, Mass.

Editor of the National Magazine and a close student of the magazine and newspaper fields.

11:30 — *Waste vs. Profits.*

H. L. BULLEN, Manager of the efficiency department of the American Type Founders Company, Jersey City, N. J.

1:30 — *Guaranteed Printing.*

RICHARD H. WALDO, New York, Business Manager of the New York Tribune.

*Green Hall*

2:15 — *The Lost Word in the Printing Industry.*

MR. MICKEL

3:00 — *Question Box.*

MR. BROWNE

3:45 — *Equipment for Efficiency.*

MR. BULLEN

4:30 — *An Illustrated Lecture on the Making of a Metropolitan Newspaper.*

FRANK LEROY BLANCHARD, New York, Editor of the Editor and Publisher.

*Chapel, Fraser Hall*

7:00 — Meeting of the directors of the Central Newspaper Bureau of Kansas.

*Journalism Building*





G. L. CASWELL  
Denison, Iowa

Field Secretary of the Iowa Press Association, who has seen most theories put to the test.



IVY L. LEE  
New York

With Rockefeller Foundation. Speaks on "Newspaper Influence," from a long experience with newspapers.

8:00 — Meeting of the Kansas Daily League.

*Journalism Building*

## Second Division, the Front Office

THURSDAY, MAY 4

### SHORT COURSES FOR EDITORS

(There is no break between the First and Second Divisions of the program, so far as the logical progression of the courses is concerned, but printers who can not remain the whole week will have covered the subjects in which they have particular interest at this point, and editors who can not come for the whole week will enroll at this time in order to get full benefit of the discussions particularly important to them.)

8:30 — *The Acid Test of Printing Salesmanship.*

MR. MICKEL

9:15 — *Newspaper Costs.*

MR. WHITING

10:00 — *News: And How to Read and Interpret It.*

ARTHUR I. STREET, San Francisco, California, Director of the American Institute of Current History, formerly managing editor of Collier's.

10:30 — *Educating the Advertiser.*

HUGH McVEY, Des Moines, Ia., Advertising Counsellor for Successful Farming





E. P. MICKEL  
Nashville

Secretary of the Nashville Printers Club. He has an idea that printers ought to know how to sell printing.



JOSEPH A. BORDEN  
Chicago

Secretary of the United Typothetae and Franklin Clubs of America, who will, "make the whole thing clear."

11:00 — *The Editor as Community Builder.*

E. F. BIRMINGHAM, New York, Editor of The Fourth Estate.

11:30 — *Testing the Beatitudes, a Twentieth Century Adventure in Journalism.*

JAMES SCHERMERHORN, Publisher of the Detroit Times.

*Chapel, Fraser Hall. General University Convocation.*

1:30 — *The Cost of an Inch of White Space.*

MR. WHITING

2:15 — *Covering Your Territory.*

N. S. HUSE, Editor of the Journal-Chronicle, Norfolk, Nebraska.

3:00 — *What the Other Fellow is Doing.*

MR. BLANCHARD

3:45 — *Organizing the Newspaper Office.*

G. L. CASWELL, Denison, Iowa, Field secretary of the Iowa Press Association, and editor of the Denison Bulletin.

4:15 — *The Magazine and the Newspaper.*

JOE MITCHELL CHAPPLE, Boston. Editor of the National Magazine.

5:00 — *Merchandising Service for Advertisers.*

Moving Picture film shown by the Chicago Tribune.

*Chapel, Fraser Hall.*



MARVIN H. CREAGER  
Kansas City

Who, from the telegraph desk on the Star, sees a world of material city papers would buy.



N. S. HUSE  
Norfolk, Nebr.

Editor of the Norfolk News, "The World's Greatest Country Daily." He knows where subscribers grow.

6:30 — Neutralized Dutch Supper, with denatured cabaret, featuring the Topeka Press Club in its execution of its original musical melange "Armagedon."

#### FRIDAY, MAY 5

8:30 — *Newspaper Influence.*

IVY LEE, New York, the Rockefeller Foundation.

9:15 — *Looking at it From the Reader's Standpoint.*

ARTHUR BRISBANE, New York, Editor of the New York Journal.

10:00 — *Problems of the Small Publisher.*

COURTLAND SMITH, New York, President of the American Press Association.

10:45 — *The Power of a Newspaper.*

MR. WALDO

11:30 — *Journalism as a Profession.*

CHESTER S. LORD, New York, formerly managing editor of the New York Sun.

12:30-1:30 — LUNCHEON



H. W. WALKENHORST  
Kansas City

President of the Missouri Valley Cost Congress. A printer with the spirit of "get together."



HUGH McVEY  
Des Moines, Iowa

Advertising counsellor for Successful Farming. Wise to all phases of the advertising game.

## Kansas Editorial Association

1:30 — *Address of Welcome to Editors.*

CHANCELLOR STRONG

Response for Editors

W. C. MARKHAM, Baldwin Ledger

2:00 — *Short Business Session; Appointment of Committees.*

2:15 — *Newspaper Office Side Lines—are They Advisable?*

(Stationery and Magazine Stands; Newspaper clubbing plans; Handling by-products of the business; Calendars; Insurance; Etc.)

JOHN REDMOND, Burlington Republican

Discussion

BEN L. MICKEL, Soldier Clipper; A. B. ADAMSON, Beloit Call; J. R. BRADY, Caney Chronicle; HENRY HONEY, Mankato Advocate

2:45 — *Co-operating With Foreign Advertisers.*

F. E. HAGENBUCH, Kiowa Journal

Discussion

H. J. POWELL, Coffeyville Journal; ED. GREER, Winfield Courier; HARVEY ECKERT, Larned Tiller and Toiler; H. E. MONTGOMERY, Junction City Union; ROLLA CLYMER, Olathe Register.





E. K. WHITING  
Owatonna, Minn.

Manager of the Owatonna Journal-Chronicle, who can tell how it pays to know your costs of production.



J. BYRON CAIN  
Belle Plaine, Kans.

Editor of the News and guardian of the swag for the Kansas Editorial Association.

3:15 — *Handling Local Advertising.*

ROY BAILEY, Salina Journal

Discussion

SETH WELLS, Erie Record; W. T. BECK, Holton Recorder; J. C. DENIOUS, Dodge City Globe; L. R. BRODRICK, Marysville Advocate-Democrat.

3:45 — *Selling Stuff to the City Paper.*

MARVIN H. CREAGER, Kansas City Star.

4:00 — *Obligation of the Editor to His Community.*

J. FRANK SMITH, Pleasanton Observer-Enterprise

Discussion

W. C. PALMER, Jewell City Republican; B. P. WALKER, Osborne Farmer; ELMER T. PETERSON, Cimarron Jacksonian; J. M. SATTERTHWAITE, Douglass Tribune; GEO. A. HARMON, Valley Falls Vindicator; N. A. TURNER, Russell Record; A. Q. MILLER, Belleville Telescope.

4:30 — *The Ad Club—Why and How.*

CARL HUNT, Editor of Associated Advertising.

5:00 — *A Clinic on Humor.*

STRICKLAND GILLILAN, Newspaper humorist, Finnigan Farm, Roland Park, Md.

7:00 — BANQUET.

By the Courtesy of Lawrence Merchants.



KEITH CLEVINGER  
Osawatomie, Kans.

Editor of the oft-quoted Graphic and recording secretary of the Kansas Editorial Association.



W. C. MARKHAM  
Baldwin, Kansas.

Passes generally under the alias, "Billy." Runs the Ledger and is V. P. of the K. E. A.

### SATURDAY, MAY 6

#### 8:30 — *Journalism in the Orient.*

MACK P. CRETCHER, Department of Agriculture, Manila, P. I. Read by  
CLYDE KNOX, Independence Reporter

#### 9:00 — *Estimating.*

CHARLES H. BROWNE, Horton Headlight-Commercial  
Questions, Fire Them at Him

#### 9:30 — *Co-operation in the Local Field.*

W. A. HILL, Plainville Times

#### Discussion

NATE E. REECE, Stafford Courier; MARCO MORROW, Capper Publications;  
C. M. HARGER, Abilene Reflector; E. F. HUDSON, Fredonia Herald; J. M. LEWIS,  
Kinsley Graphic; JOHN C. MADDEN, Linn County Republic, Mound City.

#### 10:00 — *Capitalizing the Country Correspondent.*

WILL TOWNSLEY, Great Bend Tribune.

#### Discussion

DWIGHT HAMILTON, Norton Telegram; BEN T. BAKER, Smith Center Journal;  
CECIL JONES, Cedar Vale County Limer; ROY CORNELIUS, Hoisington Dispatch.

#### 11:00 — *Donald Thompson's War Pictures—seven reels.*

Shown through the courtesy of the Topeka Capital.  
*Chapel, Fraser Hall*



O. W. LITTLE  
Alma, Kans.

Otherwise and more familiarly known as Ol. Corresponding secretary of the Kansas Editorial Association.



J. L. NAPIER  
Newton, Kans.

President of the Kansas Editorial Association. Expects a large outpouring of the brethren Newspaper Week.

12:30 — LUNCHEON.

1:30 — *Round Table. How Can the Kansas Editorial Association Prove of Greater Benefit to Its Members?*

R. A. HARRIS, Ottawa Herald; F. W. PARROTT, Clay Center Dispatch; KEITH CLEVINGER, Osawatomie Graphic; GLICK FOCKELE, LeRoy Reporter; GOMER DAVIES, Concordia Kansan.

2:00 — *Reading of prize winning story of 1,000 words on "If I had my life to live over again, would I marry a Kansas editor?"*

HERB. CAVANESS, JOHN MACDONALD, DEL VALENTINE

2:30 — *Reports of Committees.*

Unfinished Business.

Election of Officers.

3:30 — *Short Visits With K. U.*

The Seismograph: Recording an earthquake. Demonstrations with Liquid Air. Testing Concrete with 40,000 pound pressure. Testing Water for Kansas Cities. Commercial tests for Kansas clay. Testing Food and Drugs, etc., etc.

2:00-5:30 — *State High School Track Meet.*



Why not have two hundred ad clubs in Kansas by December 31, 1916? Ask Carl Hunt and he will tell you that there is no "why not." Mr. Hunt is the editor of Associated Advertising, the monthly publication of the A. A. C. of W. He is to spend all of Newspaper Week at the University of Kansas. He will give one talk on the purpose of the small-town ad club, and will conduct a question box on the same subject. Any one who wishes to know how to stimulate local interest in advertising will also have opportunity to consult Mr. Hunt personally at regular office hours during the week.

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Mr. G. H. Perry will be in his office at certain hours during the week for the purpose of holding conferences with anyone who has a hard advertising nut to crack or who is interested in any matter concerning the Central Newspaper Bureau.

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The chances that are open to the rural newspaper man to turn an honest penny by selling stuff to the city papers; the wealth of such material that goes unnoticed in every community; the way to get it and the way to sell it, will be the subject of the address by Marvin Creager, telegraph editor of the *Kansas City Star*.

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When you reach Lawrence, and after you have done a little visiting along Massachusetts street, said "hello" to Bro. Simons of the *Journal-World*, and turned up Eighth a few steps to get the grip of Former President Finch at the *Gazette* office, you will naturally make a bee line for the Journalism Building on Mt. Oread and ask for whatever you want. Assignment of rooms and directions as to boarding places will be awaiting you at all hours of the day.

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Registration for the K. E. A. begins Friday morning while the short course section of the program is still under way. There will be opportunity "between classes" for visiting editors to drop into the office reserved for the secretary and the treasurer of the Association, in the Journalism Building, and certify that they are "on deck."

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*Erratum.* With the first "side" on the press, we can only note here one change in the personnel of the program: the place of Mr. H. P. Bullen will be filled by Mr. C. D. Traphagen of Lincoln, Neb., president of the State Journal Co. and vice president and chairman of the executive committee of the National Typothetae. He is one of the most successful printers in the West and knows the theory and practice of cost finding from the ground up.

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Our alibi: we tried to get photographs of Richard H. Waldo of the New York Tribune; E. F. Birmingham, editor of the Fourth Estate; C. D. Traphagen, president of the State Journal Co., Lincoln, Nebr.; and Carl Hunt, editor, Associated Advertising, but found that there were some public men who had never been to a photograph gallery.

